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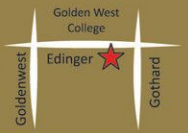

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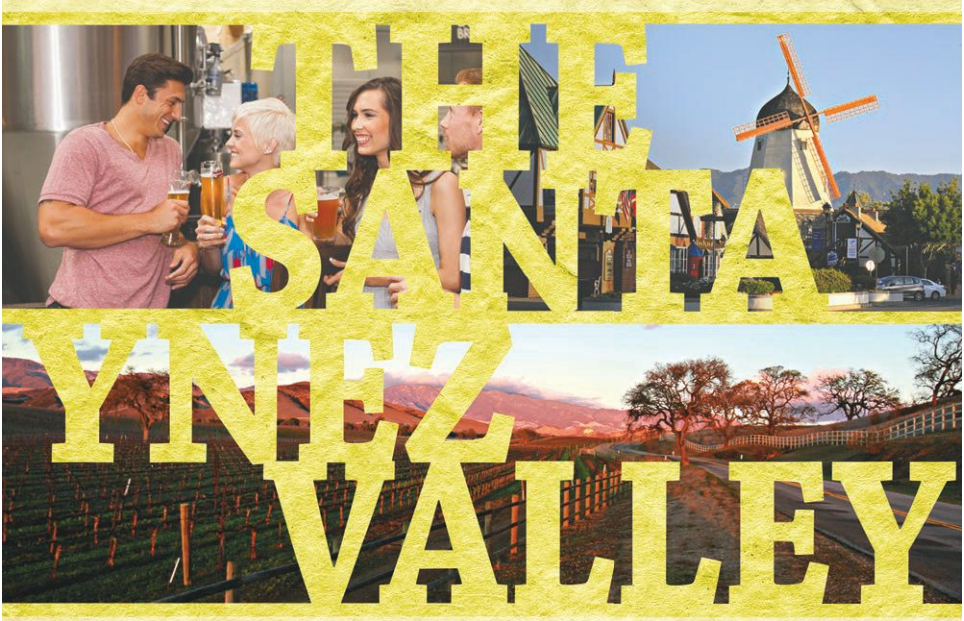

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OC WEEKLY SURF GUIDE

VANS US OPEN OF SURFING
VANS
JUL 23TH 2015 AUG 2ND
HUNTINGTON BEACH

#DISCOVERPACIFICO

DO US A FAVOR AND TAKE A QUICK LOOK OUTSIDE. IT SEEMS LIKE SOUTHERN CALIFORNIA'S WEATHER HAS FINALLY DECIDED THAT IT'S SUMMER! THE SUN IS OUT AND THE BEACHES ARE BUZZING. LISTEN TO THE SOUND OF THE WAVES CRASHING AGAINST THE SHORELINE AND WATCH IT MEET WITH THE BEAUTIFUL SANDS OF ORANGE COUNTY.

Allow your eyes to take in the sight of all the beautiful people coming together from around the globe, for the love of the sport. Follow the scents of the endless options of street grub everyone will be salivating over all day & night. Now that we have your attention -

Ladies, gents & people of the world, OC Weekly introduces the Fourth Annual Surf Guide! We bring you a closer look at the iconic Southern California Lifestyle, where the US Open of Surfing is the event of the summer. This glossy guide is filled with numerous options, from perfect summer brews to what locations to visit while you're journeying the area.

Whether you're a sea creature and have always dipped your toes into the waters of the pacific, a fanatic viewer of the sport or just like to indulge in the offerings the US Open has to share – look no further. This little fella will be sure to guide you in the right direction because truthfully, there is no wrong direction when stationed in the depths of the OC. Open the pages and absorb the culture, community and lifestyle that is surfing.

PHOTOS BY: CHRIS BURKARD

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Schedule subject to change. Please visit www.vansusopenofsurfing.com for the latest updates.

EVENT SCHEDULE

TIME	SPORT/EVENT	VENUE
FRIDAY, JULY 24		
8:00a - 7:00p	Vans US Open Retail Store Open	Retail Store
SATURDAY, JULY 25		
8:00a - 1:20p	Junior Men: Rd 1 (H1 - 16)	Surf Stadium
8:00a - 7:00p	Retail Store & Merch Kiosks Open	Retail Store
12:00p - 5:00p	Shop Battle Practice & Registration	Vans Pro Bowl
1:20p - 4:00p	Junior Men: Rd 2 (H1 - 8)	Surf Stadium
SUNDAY, JULY 26		
8:00a - 10:40a	Men's Trials: Rd 1 (H1 - 8)	Surf Stadium
8:00a - 7:00p	Retail Store & Merch Kiosks Open	Retail Store
10:40a - 12:00p	Men's Trials: Quarter Finals (H1 - 4)	Surf Stadium
12:00p - 12:50p	Men's Trials: Semi Finals (H1 & 2)	Surf Stadium
12:50p - 1:30p	Men's Trials: Final	Surf Stadium
12:00p - 2:00p	Shop Battle Practice & Registration	Vans Pro Bowl
2:00p - 5:00p	Shop Battle	Vans Pro Bowl
MONDAY, JULY 27		
7:30a - 1:30p	Men's: Rd 1 (H1-12)	Surf Stadium
8:00a - 5:00p	Retail Store & Merch Kiosks Open	Retail Store
12:00p - 4:00p	Women's Skate Practice & Registration	Vans Pro Bowl
1:30p - 2:50p	Junior Women: Rd 1 (1-4)	Surf Stadium
2:50p - 4:10p	Junior Women: Quarter Finals (1-4)	Surf Stadium
4:00p - 6:00p	Open Skate & Industry Skate	Vans Pro Bowl
6:15p - 6:45p	Flatland BMX Demo	Amphitheater
7:00p - 9:00p	Vans Movie Nights: Surf's Up	Amphitheater
TUESDAY, JULY 28		
7:30a - 1:30p	Men's: Rd 1 (H13 - 24)	Surf Stadium
8:00a - 5:00p	Retail Store & Merch Kiosks Open	Retail Store
10:30a - 1:30p	Women's: Rd 1 (H1-6)	Surf Stadium
12:00p - 2:00p	Open Practice and Registration	Vans Pro Bowl
1:30p - 4:30p	Women's: Rd 1 (H1-6)	Surf Stadium

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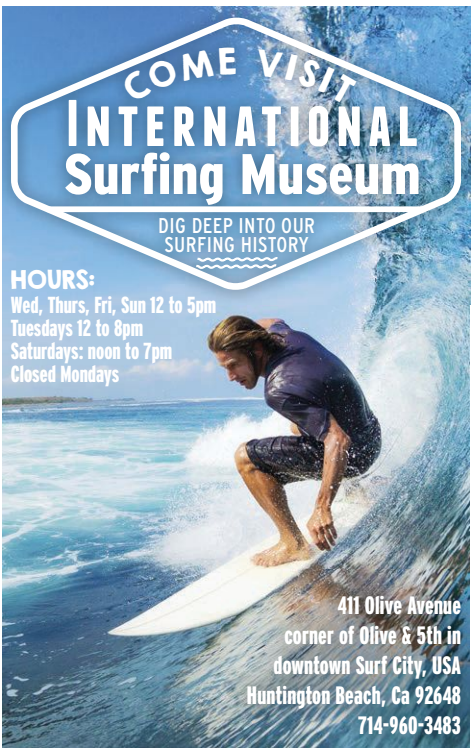

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EVENT SCHEDULE (CONT.)

TIME	SPORT/EVENT	VENUE
TUESDAY, JULY 28		
2:00p - 3:00p	Women's Practice	Vans Pro Bowl
3:00p - 5:00p	Women's Skate Contest	Vans Pro Bowl
6:15p - 6:45p	Flatland BMX Demo	Amphitheater
7:00p - 9:00p	Vans Movies Nights: Back to the Future	Amphitheater
WEDNESDAY, JULY 29		
7:30a - 10:30a	Women's: Rd 2 (H1 - 6)	Surf Stadium
8:00a - 5:00p	Retail Store & Merch Kiosks Open	Retail Store
9:00a - 1:00p	BMX Practice & Rider Registration	Vans Pro Bowl
10:30a - 1:30p	Men's: Rd 2 (1 - 12)	Surf Stadium
2:00p - 6:00p	Skate Practice & Rider Registration	Vans Pro Bowl
6:15p - 6:45p	Flatland BMX Demo	Amphitheater
7:00p - 9:00p	Vans Movie Nights: Propeller	Amphitheater
THURSDAY, JULY 30		
8:00a - 11:00a	Women's: Rd 3 (H1 - 6)	Surf Stadium
8:00a - 5:00p	Retail Store & Merch Kiosks Open	Retail Store
9:00a - 1:00p	BMX Practice	Vans Pro Bowl
10:00a - 11:00a	Surfing Hall of Fame	Jack's on Main Street
11:00a - 1:00p	Women's: Rd 4 (1-4)	Surf Stadium
12:00p - 1:00p	VANS Skate Team Autograph Signing	Sponsor Village/ VANS Motorhome
1:00p - 2:20p	Junior Men: Quarter Finals (H1 - 4)	Surf Stadium
2:00p - 6:00p	Skate Practice & Rider Registration	Vans Pro Bowl
FRIDAY, JULY 31		
7:30a - 11:30a	Men's: Rd 3 (H1 - 8)	Surf Stadium
8:00a - 7:00p	Retail Store & Merch Kiosks Open	Retail Store
9:10a - 10:55a	BMX Practice (35 Min Each / H2, H3, H4, H1)	Vans Pro Bowl
10:00a - 11:00a	Surfing Walk of Fame	HSS on Main Street
11:00p - 12:45p	BMX Prelims	Vans Pro Bowl
11:30a - 1:30p	Women's: Quarter Finals (H1 - 4)	Surf Stadium
12:50p - 1:30p	BMX Practice	Vans Pro Bowl
1:30p - 2:50p	QUARTERS/DTI pres by Pacifico (Longboard)	Surf Stadium
2:00p - 4:00p	Skate Practice & Rider Registration	Vans Pro Bowl
2:50p - 3:40p	SEMI-FINAL/DTI pres by Pacifico (Longboard)	Surf Stadium
3:00p - 4:00p	VANS BMX Team Autograph Signing	Sponsor Village/ Vans Motorhome
3:40p - 4:30p	Life Rolls On: Expression Session	Surf Stadium
4:00p - 6:00p	Van Doren Invitational/ Pro Skate Qualifiers	Vans Pro Bowl

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EVENT SCHEDULE (CONT.)

TIME	SPORT/EVENT	VENUE
SATURDAY, AUGUST 1		
8:00a - 12:00p	Men's: Rd 4 (H1 - 8)	Surf Stadium
8:00a - 7:00p	Vans US Open Retail Store & Merch Kiosks Open	Retail Store
11:00a - 3:00p	Skate Practice & Rider Registration	Vans Pro Bowl
12:00p - 12:50p	Junior Women: Semi Finals (1 & 2)	Surf Stadium
12:30p - 2:30p	F45 Playoffs (Fitness Challenge): Finals - Individual	Sponsor Village
12:50p - 1:40p	Junior Men: Semi Finals (1 & 2)	Surf Stadium
1:40p - 2:10p	FINAL/Vans US Open of Surfing Women's Pro Junior	Surf Stadium
2:10p - 2:40p	FINAL/Vans US Open of Surfing Men's Pro Junior	Surf Stadium
2:40p - 3:10p	FINAL/Vans Joel Tudor DTI pres by Pacifico (Longboard)	Surf Stadium
3:00p - 5:00p	Van Doren Invitational/ Pro Semi Finals	Vans Pro Bowl
3:10p - 3:30p	Vans US Open of Surfing Awards: Pro Junior Women & Men, DTI	Surf Stadium
5:00p - 6:00p	FINAL / Van Doren Invitational	Vans Pro Bowl
6:00p - 6:15p	Skate Awards	Vans Pro Bowl
SUNDAY, AUGUST 2		
8:00a - 7:00p	Retail Store & Merch Kiosks Open	Retail Store
8:00a - 10:00a	Men's: Quarter Finals (H1 - 4)	Surf Stadium
9:00a -11:00a	BMX Practice	Vans Pro Bowl
10:00a - 11:00a	Women's: Semi Finals (1 & 2)	Surf Stadium
11:00a - 12:00p	Men's: Semi Finals (1 & 2)	Surf Stadium
11:15a -12:15p	FINAL / Van Doren Invitational BMX (25 min. Jam/ H1, H2)	Vans Pro Bowl
12:20p - 12:30p	FINAL / High Air Contest	Vans Pro Bowl
12:00p - 12:35p	FINAL / Women's Vans US Open of Surfing	Surf Stadium
12:30p - 12:35p	Van Doren Invitational BMX & High Air Contest Awards	Vans Pro Bowl
12:35p - 1:10p	FINAL / Men's Vans US Open of Surfing	Surf Stadium
1:10p - 1:30p	Vans US Open of Surfing Awards: Women & Men	Surf Stadium
2:00p - 5:00p	F45 Playoffs (Fitness Challenge): Finals - Team	Sponsor Village

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THE HISTORY OF HUNTINGTON BEACH IN SURF

BY KYLE RUTKIN

In 1959, a tall and muscular Southern California lifeguard by the name of Jack Haley won the first surfing competition in Huntington Beach. Back then, the US Open of Surf was the West Coast Surfing Championship, and the first local surfboard shop was celebrating its third anniversary.

There was no first prize paycheck, no endorsement deals, and unfortunately for them, no high-tech wetsuits or even surf leashes. That first year had a total of 73 entries, and surfers rode 9-10 foot longboards into cold September waters. Those who witnessed the event, remember Haley walking up and down on his surfboard, raising his arms in victory as he made his way to the shore. He had outdone the rest of the competition by shooting the pier twice, which was an incredible feet for the day. In the female division, local legend Linda Benson, a flashy surfer from Encinitas took first prize.

Over the years, the US Open of Surf has produced some incredible moments. There was Cheyne Horan's backside 360 in 1982, as well as Rochelle Ballard's heroic effort to win after a terrible surfing accident that left her unconscious the day prior. There was the Kelly Slater and Shane Beschen final in 1996, and also Slater's unforgettable perfect 10 rides. In 2008, fourteen-year-old Malia Manuel became the youngest female to ever win the main event, and in 2012, Julian Wilson's stretch of incredible rides made him the first non-American to win the men's division since 2005. Throughout the years, The US Open of

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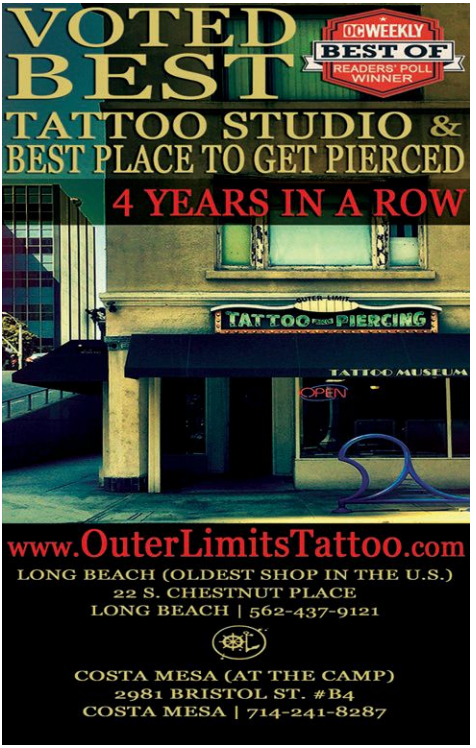
Surf has earned its reputation as surfing's biggest platform, producing some of the sports greatest moments. Nevertheless, it's the city itself that has had an even richer history.

Last year, Huntington Beach celebrated a 100 years of Surfing. That's right, 100 years! In 1914, at the invitation of railroad mogul Henry Huntington, Hawaiian surfer George Freeth christened the Huntington Beach waves. The surf exhibition was part of the ceremony to celebrate the new Huntington Beach Pier, which would soon become the ultimate landmark in Southern California surfing.

If you look around Huntington Beach today, there are constant reminders of Huntington's place in surfing history. There is the surfing Walk and Hall of Fame in front of HB Surf and Sport, which preserves the handprints and footprints of the world's greatest surfers. There is the bronze statue of surfing legend Duke Kahanamoku, which stands in the center of what is known as the Times Square of Surf, and is a reminder of his influence on the Southern California surf culture.

There is the infamous Jack's Surfboards, which was founded in 1957 by Huntington Beach local Jack Hokanson, who came up with the concept while taking his son surfing at the pier.



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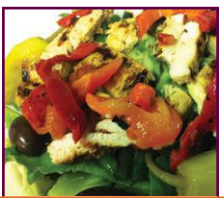

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Jack noticed that the often cold water demanded a shop where more than just surfboards could be purchased. Little did Jack know, the explosion of surf was right around the corner, and his decision to open the store on Main Street would lead to his store become a Huntington Beach staple.

In the decades that followed, the rise of surf culture exploded in Huntington Beach with the help of musical hits like "Surf City USA' in 1963, and the influential surf film "The Endless Summer" in 1964. It seemed that no matter where you looked, the city was producing surfing legends, companies, and moments that defined the sports history. From the founding of Quicksilver by Bob McKnight in 1970, to the founding of Surfline by Sean Collins 1985, and even the creation of the International Surfing Museum in 1987 by Natalie Kotsch, the list of local surf celebrities and entrepreneurs goes on and on. But perhaps one of Huntington Beach's proudest surfing moments came in 2009, when Huntington natives Brett Simpson and Courtney Conlogue became the first local duo to bring home the US Open of Surf trophy in the same year. Of all the surfers that traveled from every corner of the globe, it was two Huntington surfers that outlasted the competition at surfing's biggest event. If that doesn't sum up Huntington Beach's influence in surf, I don't know what does.

To date, the US Open of Surf is the largest professional surfing competition and action sports festival in the world. There are over 300 world-class athletes and the event draws over 500,000 in attendance, with a surfing grand prize of $100,000. The main sponsor of the event is Vans, who also has a strong connection to Huntington Beach. According to Vans' vice president Doug Palladin, "nearly 50 years ago, Paul Van Doren opened the first Vans store just a few miles from the Vans US Open event site, the same place where he met surf legend Duke Kahanamoku and made him one-of-a-kind Vans to celebrate his unique style. It's an honor to carry forward that legacy of creative expression here in 2015."

This year, we have a lot to look forward to with fierce competition in both the male and female divisions, as Felipe Toledo and Tyler Wright attempt to defend their titles. Of course, if you come out this year, make sure you soak in the rich history and remember that it all started 100 years ago with a Hawaiian surfer and an invitation from Henry Huntington himself.

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PAST CHAMPIONS TO FOLLOW ON INSTAGRAM

BY KYLE RUTKIN

So you don't know anything about surfing, huh? Don't worry, I'm sure the scantily clad girls snap chatting next to you are in the same boat. But c'mon, hasn't being the Southern California guy that can't name a single surfer getting a little old? Are you tired of buying board shorts at Pac Sun but not being able to name one past US Open of Surf champion? We want to help you out. Below is a list of the past five years winners to follow on Instagram, as well as a few fun facts to ramble off so you don't feel like a complete idiot out there on the beach.

2014 WINNERS

Felipe Toledo: (M) A Brazilian surfer who was deemed "the best 18-year old surfer on the planet" in 2014 by Surfing magazine. Not bad at all. He is sponsored by Hurley and has the look to be the next member of One Direction. He has "Wild" and "Free" tattooed on his knuckles.
Instagram: @filiptoldo
361,000 followers

Tyler Wright: (F) 21-year old Australian surfer sponsored by Rip Curl. According to her latest Instagram post, she only eats organic McDonalds French fries. She can also ride an inflatable caterpillar into a wave.
Instagram: @tylerwright
90K Followers

2013 WINNERS

Alejo Muniz: (M) 25-year-old Brazilian surfer with $833,600 in career earnings. From his Instagram handle, we can tell is he enjoys surfing and ping pong. He also takes pictures with a selfie stick. No big deal.

Instagram: @alejomuniz
151K followers

Carissa Moore: (F) A 22-year-old Hawaiian surfer with insane stats. She's won 6 ASP Women's World Tour events, and 11 NSSA Titles. In 2013, she was named one of Glamour magazine's Women of the Year and inducted into the Surfers' Hall of Fame in 2014. She's also had a Who Wants To Be A Millionaire Question in her honor.
Instagram: @rissmoore10
141K followers

2012 WINNERS

Julian Wilson: (M) a 26-year-old Australian Surfer, and an ambassador of the National Breast Cancer Awareness Foundation. He was named rookie of the year in 2011, and has more than a million dollars in career earnings. His victory in 2012 made him the first non-American to win the US Open of Surf since 2005.
Instagram: @julian_wilson
367K followers

Lakey Peterson: (F) Perhaps one of the most well known American surfers, Lakey Peterson is a 20-year-old surfer from Santa Barbara. She is ranked #3 by the Association of Surfing Professionals in North America and #6 on the ASP Women's World Ranking. Australian locals nicknamed her "Lakey Legend" at the age of five because she was effortlessly catching waves with a boogey board. However, Lakey didn't actually pick up surfing till the age of 12. Of course, it only took two years till this phenom was winning competitions and executing aerial maneuvers during her rides. Most recent quote on Instagram: "Drink some coffee put on some gangsta rap and handle it."
Instagram: @lakeypeterson
219K followers

2011 WINNERS

Kelly Slater: (M) If you don't know him, you're pretty much helpless. But here's some quick facts. Slater has been crowned ASP World Tour Champion a record 11 times, including 5 consecutive titles in 1994–98. He is the also

youngest (age 20) and the oldest (age 39) to win the title. Snapple fact: Slater played the recurring character of Jimmy Slade on the popular show Baywatch in the early 90s.
Instagram: @kellyslater
1.1 million followers

Sally Fitzgibbons: (F) 24-year old Australian Surfer and a stud athlete. She has won gold for her country at the Australian Youth Olympic Festival, where she competed in swimming. She also played and excelled in touch football, soccer, surfing and cross-country running while attending high school in Australia. And according to Instagram, she also practices Yoga.
Instagram: @Sally_fitz
374K followers

2010 WINNERS

Brett Simpson: (M) a 30-year-old local boy from Huntington who won the 2009 and 2010 US Open of Surf and was named Orange County Surfer of the Year in 2009. Brett comes from a long line of athletes, including his father who played for the Rams and Bills as a defensive Back. As his Instagram profile says, he's a "dad, husband, surfer."
Instagram: @brettsimpson
48.2K followers

Carissa Moore: (F) Yeah, she won it twice in five years. You should follow her on Instagram. She's kind of a big deal.
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PACIFICO RETURNS TO "SURF CITY USA"

BY KYLE RUTKIN

Walking around the US Open of Surf, a random bystander might wonder why on earth is everyone is drinking Pacifico. Is it an HB thing? Is it a surfing thing? Well, it's a little bit of both. The pilsner-style Mexican beer is returning as the official beer sponsor of the US Open of Surf. But what gives Pacifico the credentials to be the official beer sponsor of the biggest surfing competition in existence?

Hearkening back to the the early '70s, surfers from southern California traveling down the rugged Baja Coast often stopped by tiny cantinas where locals introduced them to Pacifico. Over time, the surfers began bringing cases of Pacifico back to the U.S., making them the beer's first importers. As the brand has grown, Pacifico has immersed itself into surfing through a range of other contributions including surf films such as the Grey Whale Sessions (2010), supporting various surf industry foundations and charitable events such as Pipeline To A Cure and SIMA, and supported various athletes and influencers along the way.

As the official beer sponsor of the USOS for the past six years, Pacifico will once again "paint the town yellow" as the world's best surfers take over Huntington Beach to battle for the top title during the weeklong competition as well as for the opportunity to qualify for a spot on the World Surf League's (WSL) Championship Tour.

Pacifico also is proud to be the presenting sponsor of the longboarding competition during US Open of Surfing - the Vans Joel Tudor Duct Tape Invitational – featuring 16 of longboarding's top competitors as they vie for the $14,000 prize purse. "The laid-back lifestyle that surf embodies is synonymous with Pacifico's celebration of adventure and beach culture," said Jim Sabia, Chief Marketing Officer at Crown Imports, Pacifico's exclusive U.S. importer. "The US Open

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of Surfing is the crown jewel of surf competition and the ideal place for us to raise a glass and toast those who pursue and enjoy this lifestyle."

Holding court up above the competition site, Pacifico will host guests of the brand in the Pacifico VIP Skybox just south of the iconic Huntington Beach Pier throughout the final weekend of competition. Pacifico will also be flowing throughout the myriad bars and restaurants along Huntington's Main Street and surrounding areas. And to wrap the week of competition, Pacifico will again host their annual US Open of Surfing VIP Party at the Hilton Waterfront Resort just across the street from the competition site.

But don't think that Pacifico is just going to get you buzzed and leave you hanging. The company will also be organizing safe transportation options throughout Huntington Beach during the active

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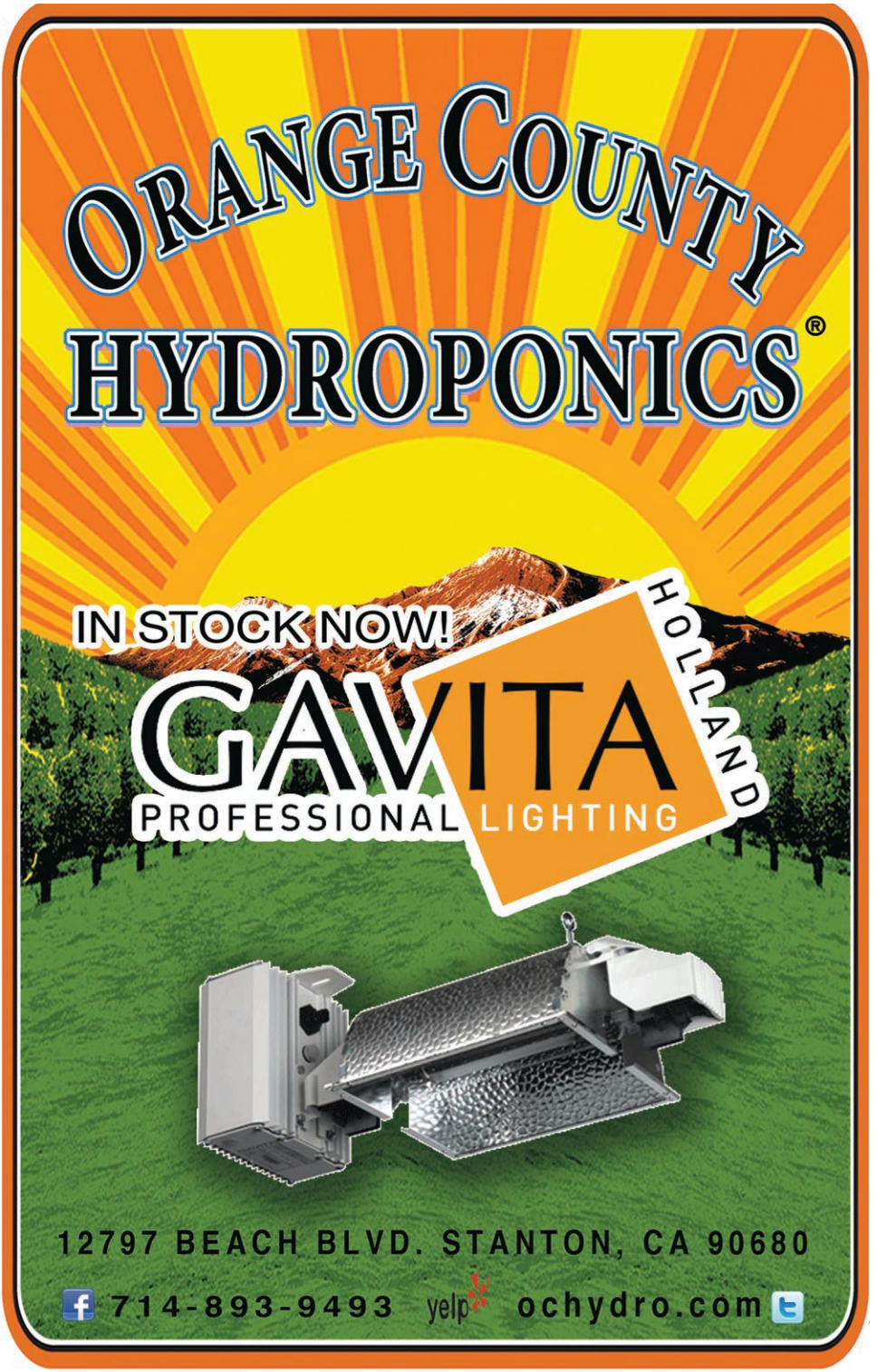
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competition period. Pacifico-branded pedicabs and a shuttle bus service will run from July 30 through August 2, offering safe transit throughout the weekend for those 21 and older.

Expanding beyond it's support of the Vans US Open of Surfing, 2015 marks the second year of Pacifico's partnership with the World Surf League as the official beer of the Men's and Women's Championship Tours in the United States. Pacifico will host on-beach VIP areas and support post-event official after party efforts at stops in

Lower Trestles (San Clemente, CA) and Honolua Bay (Maui, HI) as well as all three stops of the Vans Triple Crown Series including the Hawaiian Pro (Haleiwa, HI), Vans World Cup (Sunset Beach, HI), and the Banzai Pipeline (North Shore, Oahu, HI). As the WSL's championship tour travels around the globe, Pacifico encourages fans to catch all the competition at their favorite local bars. When the competition is off, check out all new episodes of the "Lay Day Diaries" series (produced in partnership with the WSL) to see what adventures the CT surfers discover on their lay days.

In 1900, three brewing pioneers opened their first Pacifico brewery along the Pacific Ocean in Mazatlan. Fifty-nine years later two pioneers, Jack Haley and Linda Bensen surfed the Pacific in Huntington to win the first West Coast Surfing Championship, which would later become the US Open of Surf. As we embark on another year of great surf and fun times, make sure to drink responsibly and enjoy being part of this long standing tradition.

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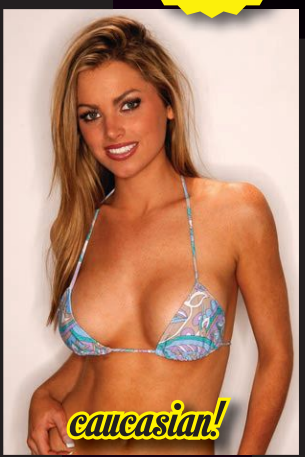

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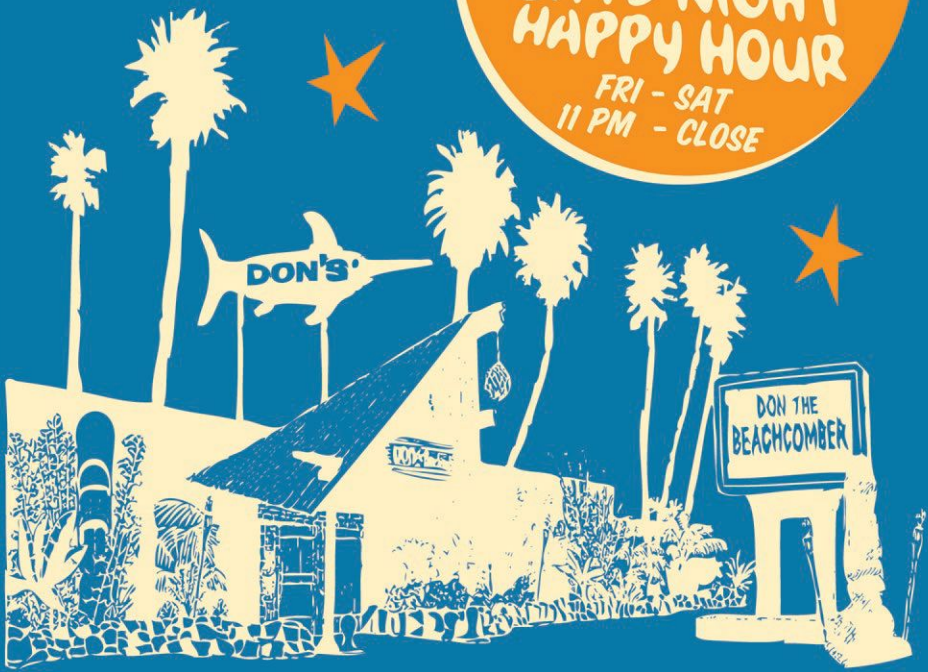

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